



Philips
LCD TV with Pixel Plus 3
HD

94 cm (37")
integrated digital

37PFL7403D



Be part of the action.

Experience brilliant performance with a breathtaking full HD 1080p, 100 Hz display. Combined with a powerful Pixel Plus 3 HD engine, HD Natural Motion and exciting invisible sound, this Flat TV ensures you are always part of the action.

See every detail of the action

- Pixel Plus 3 HD for most sharp and clear pictures
- Full HD LCD display, with a 1920 x 1080p resolution
- HD Natural Motion for ultra-smooth motion in Full HD movies
- 100 Hz LCD, 3 ms performance for superb motion sharpness
- 4 trillion colours processing for vivid and brilliant images
- Dynamic contrast 30000:1 for incredible rich black details

Exciting and powerful sound

- Virtual Dolby Digital for a true life audio experience

Connect, install and enjoy

- Enjoy photo and music playback via USB
- 4 HDMI inputs for full digital HD connection in one cable
- EasyLink: easy control of TV and connected device via HDMI CEC

Ready for digital

- Integrated Digital Tuner for DVB-T reception

PHILIPS

Highlights

Pixel Plus 3 HD

Pixel Plus 3 HD offers the unique combination of ultimate sharpness, natural detail, vivid colours and smooth natural motion on all qualities of HD, standard TV signals and multimedia content for high definition displays. Each pixel of the incoming picture is enhanced to better match the surrounding pixels, resulting in a more natural picture. Artefacts and noise in all sources from multimedia to standard TV and also in highly compressed HD are detected and reduced, ensuring that the picture is clean and razor sharp.

Full HD LCD display 1920 x 1080p

The Full HD screen has the widescreen resolution of 1920 x 1080p. This is the highest resolution of HD sources for the best possible picture quality. It is fully future-proof as it supports 1080p signals from all sources, including the most recent sources such as Blu-ray and advanced HD game consoles. The signal processing is extensively upgraded to support this much higher signal quality and resolution. It produces brilliant flicker-free progressive scan pictures with superb brightness and colours.

HD Natural Motion

Philips invented HD Natural Motion to minimise juddering effects that are visible with movie-based picture content. The award winning algorithm estimates motion in the picture and corrects juddering movements in both broadcast and recorded movie material (such as DVD and Blu-ray Disc). The resulting

smooth motion reproduction and excellent sharpness take the viewing experience to a higher level.

100 Hz LCD (3 ms)

100 Hz LCD creates extreme motion sharpness for clear and vibrant images even with fast on-screen motion. The Double Frame Rate Insertion works with a high 100 Hz refresh rate. It increases the sharpness of motion reproduction to more than twice that of conventional LCD, resulting in a performance with a response time of 3 milliseconds (measured in Perceived Blur-Edge-Width: BEW). This unique Philips technology takes motion sharpness of LCD displays to an unprecedented level.

Dynamic contrast ratio 30000:1

You want the LCD flat display with the highest contrast and most vibrant images. Philips advanced video processing combined with unique extreme dimming and backlight-boosting technology results in vibrant images. Dynamic Contrast will increase the contrast with excellent black level and accurate rendition of dark shades and colours. It gives a bright, lifelike picture with high contrast and vibrant colours.

Integrated Digital DVB-T tuner

The integrated Digital DVB-T tuner lets you receive digital terrestrial TV without an additional set top box. Enjoy quality TV clutter free.

Virtual Dolby Digital

Virtual Dolby Digital is a processing technology for enhancing surround sound effects. It will create the sensation of Dolby Pro Logic without the necessity of additional rear speakers. You become totally immersed in your television experience.

4 HDMI inputs

HDMI makes an uncompressed digital RGB connection from the source to the screen for the ultimate picture quality. HDMI intelligently communicates the highest output resolution with the source device. The HDMI input is fully backwards-compatible with DVI sources and includes digital audio. HDMI uses HDCP copy protection. With 3 HDMI inputs on the back and 1 HDMI on the side of the TV you can connect multiple HD sources, such as an HD set-top box, a Blu-ray player and game console or digital camcorder. Your TV is fully prepared for the HD future.

EasyLink

EasyLink uses the HDMI CEC industry standard protocol to share functionality between connected devices and the TV. With EasyLink only one remote control is needed to operate main functionalities on your TV and connected devices. EasyLink uses the standard HDMI cable to transfer system commands. It works between all electronic devices equipped with HDMI CEC.



Specifications

Picture/Display

- Aspect ratio: Widescreen
- Brightness: 500 cd/m²
- Dynamic screen contrast: 30000:1
- Response time (typical): 3 (BEW equiv.) ms
- Viewing angle: 176° (H)/176° (V)
- Diagonal screen size: 37 inch / 94 cm
- Display screen type: LCD Full HD W-UXGA Act. matrix
- Panel resolution: 1920 x 1080p
- Picture enhancement: Pixel Plus 3 HD, 3/2 - 2/2 motion pull down, 3D Combfilter, Active Control + Light sensor, Dynamic contrast enhancement, Progressive scan, 100 Hz LCD, 1080p 24/25/30 Hz processing, 1080p 50/60 Hz processing, HD Natural Motion
- Screen enhancement: Anti-Reflection coated screen
- Colour processing: 4 trillion colours (14-bit RGB)
- Colour cabinet: High gloss black deco front with black cabinet

Supported Display Resolution

Computer formats

Resolution	Refresh rate
640 x 480	60 Hz
800 x 600	60 Hz
1024 x 768	60 Hz
1280 x 768	60 Hz
1360 x 768	60 Hz
1920 x 1080i	60 Hz
1920 x 1080p	60 Hz

Video formats

Resolution	Refresh rate
480i	60 Hz
480p	60 Hz
576i	50 Hz
576p	50 Hz
720p	50, 60 Hz
1080i	50, 60 Hz
1080p	24, 50, 60 Hz
1080p	24, 25, 30 Hz

Sound

- Output power (RMS): 2 x 15 W
- Sound Enhancement: Auto Volume Leveller, Digital Signal Processing, Dynamic Bass Enhancement, Graphic Equalizer, Smart Sound
- Sound System: Virtual Dolby Digital, BBE

Loudspeakers

- Built-in speakers: 2

Convenience

- Child Protection: Child Lock+Parental Control
- Ease of Installation: Auto Programme Naming, Automatic Channel Install (ACI), Automatic Tuning System (ATS), Autostore, Fine Tuning, PLL Digital Tuning, Plug and Play
- Ease of Use: 4 favourite lists, Auto Volume Leveller (AVL), Delta Volume per preset, Graphical User Interface, On-Screen Display, Programme List, Settings assistant Wizard, Side Control
- Electronic Programme Guide: Now + Next EPG, 8-day Electronic Programme Guide
- Picture in Picture: Text dual screen
- Remote Control: TV
- Remote control type: RC2143605
- Screen Format Adjustments: 4:3, Auto Format, Movie expand 14:9, Movie expand 16:9, Subtitle and Heading Shift, Super Zoom, Widescreen, unscaled (1080p dot by dot)
- Teletext: 1200-page Hypertext
- Teletext enhancements: Habit Watch, Programme information Line
- Firmware upgradeable: Firmware auto upgrade wizard, Firmware upgradeable via USB
- Multimedia: Digital media reader (browser), USB autobreak-in
- Smart mode: Game, Movie, Personal, Energy saving, Standard, Vivid

Multimedia Applications

- Multimedia connections: USB
- Playback Formats: MP3, Slideshow files (.alb), JPEG Still pictures, MPEG1, MPEG2

Tuner/Reception/Transmission

- Aerial Input: 75 ohm coaxial (IEC75)
- TV system: DVB COFDM 2K/8K
- Video Playback: NTSC, SECAM, PAL
- Digital TV: DVB Terrestrial*
- Tuner bands: Hyperband, S-Channel, UHF, VHF

Connectivity

- Ext 1 Scart: Audio L/R, CVBS in, RGB
- Ext 2 Scart: Audio L/R, CVBS in, RGB
- Ext 3: YPbPr, Audio L/R in, VGA PC-in
- Ext 4: HDMI v1.3
- Ext 5: HDMI v1.3
- Ext 6: HDMI v1.3
- EasyLink (HDMI-CEC): One touch play, System audio control, System standby
- Front/Side connections: HDMI v1.3, S-video in,

- CVBS in, Audio L/R in, Headphones Out, USB
- Other connections: Analogue audio Left/Right out, S/PDIF out (coaxial), Common Interface

Power

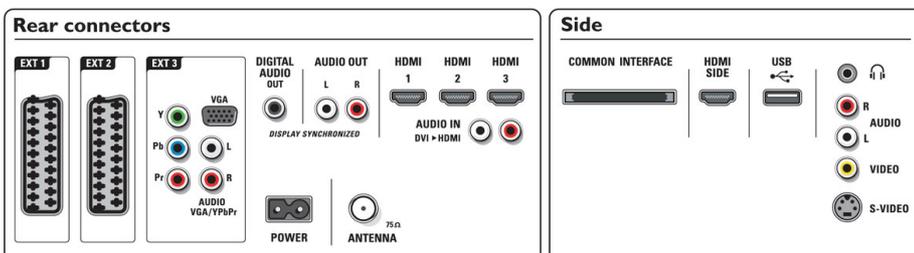
- Ambient temperature: 5°C to 35°C
- Mains power: AC 220-240 V +/- 10%
- Power consumption: 170 W
- Standby power consumption: 0.15 W

Dimensions

- Set dimensions (W x H x D): 940 x 585 x 99 mm
- Set dimensions with stand (H x D): 657 x 262 mm
- Weight incl. Packaging: 29 kg
- Product weight: 17.5 kg
- Product weight (+stand): 22.5 kg
- Box dimensions (W x H x D): 1090 x 665 x 330 mm
- VESA wall mount compatible: 300 x 300 mm

Accessories

- Included accessories: Power cord, Quick start guide, User Manual, Warranty certificate, Remote Control, Batteries for remote control



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